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FOR IMMEDIATE RELEASE:

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Buncombe County Farmers Markets Offer Year-Round Local Shopping
SNAP participants can double their dollars at ASAP Farmers Market at A-B Tech.

ASHEVILLE, NC (January 4, 2022)—Three weekly farmers tailgate markets in Buncombe County will operate through the winter in 2022. Though smaller, these markets will continue to offer the freshest seasonal produce in addition to meats, eggs, cheeses, bread, beverages, and artisan foods. Expect to see storage crops, like sweet potatoes, potatoes, and winter squash, plus cold-weather veggies like turnips, radishes, and dark leafy greens.

Buncombe County farmers markets with weekly dates January to March are:

- **ASAP Farmers Market**, outdoors at A-B Tech Community College, 340 Victoria Rd., Saturdays, 10 a.m.–1 p.m. Averaging 45 vendors each week with more than two dozen produce farms, half a dozen bakers, several meat and cheese producers, coffee, and a wide variety of artisan and prepared foods.
- **River Arts District Farmers Market**, outdoors and indoors at Plēb Urban Winery, 289 Lyman St., Wednesdays, 3–5:30 p.m. Two dozen weekly vendors, including two produce farms, mushrooms, cheese, bread and baked goods, and more.
- **Weaverville Tailgate Market**, indoors at Weaverville Community Center, 60 Lakeshore Dr., Wednesdays, 3–6 p.m. Bread, cheese, and fermented food makers alongside a small lineup of craft and artisan vendors.

Outside of Buncombe County, there are more than a dozen markets operating through the winter. Find a full list at asapconnections.org/find-local-food/farmers-markets.

ASAP's **Double SNAP** initiative will continue at ASAP Farmers Market through the winter at the A-B Tech campus location. Double SNAP is a one-to-one match on dollars spent through the Supplemental Nutrition Assistance Program (SNAP) at farmers markets. For every dollar spent using SNAP/EBT, customers get twice that amount to buy fresh, local food. Market shoppers can help support this program by rounding up when they purchase tokens at the market information booth or by donating at asapconnections.org/donatedoublesnap.

[High-resolution photos available. Contact Sarah Hart at sarah@asapconnections.org.]

ABOUT ASAP (APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT)

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To learn more, visit asapconnections.org.

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